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AMENDMENTS TO THE CLAIMS

- 1. (Currently amended) An inkjet ink system comprising: a) a liquid vehicle; b) a colorant; and c) a gelling agent, wherein the colorant is a modified pigment comprising a pigment having attached at least one organic group and the gelling agent is a hydrophobically modified polyelectrolyte, and wherein the organic group comprises at least one ionic group, ionizable group, or mixtures thereof.
- 2. (Original) The inkjet ink system of claim 1, wherein the liquid vehicle is an aqueous vehicle or a non-aqueous vehicle.
- 3-5. (Cancelled)
- 6. (Currently amended) The inkjet ink system of claim 3 1, wherein the pigment is a blue pigment, a black pigment, a brown pigment, a cyan pigment, a green pigment, a white pigment, a violet pigment, a magenta pigment, a red pigment, an orange pigment, a yellow pigment, shades thereof, or mixtures thereof.
- 7. (Currently amended) The inkjet ink system of claim 3 1, wherein the pigment is carbon black.
- 8-9. (Cancelled)
- 10. (Previously presented) The inkjet ink system of claim 1, wherein the organic group comprises a carboxylic acid group, a sulfonic acid group, a phosphonic acid group, or salts thereof.

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11. (Cancelled)

The inkjet ink system of claim 1, wherein the gelling agent is a polymer 12. (Original) comprising at least one hydrophobic monomer unit and at least one ionic or ionizable monomer unit.

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- The inkjet ink system of claim 12, wherein the gelling agent further 13. (Original) comprises at least one hydrophilic monomer unit.
- The inkjet ink system of claim 12, wherein the gelling agent is a block 14. (Original) copolymer or a graft copolymer.
- The inkjet ink system of claim 12, wherein the hydrophobic monomer unit is 15. (Original) an alkyl ester of acrylic acid or an alkyl ester of methacrylic acid.
- The inkjet ink system of claim 12, wherein the ionic or ionizable monomer 16. (Original) unit comprises a carboxylic acid group or salt thereof.
- The inkjet ink system of claim 13, wherein the hydrophilic monomer unit 17. (Original) comprises an alkylene oxide group.
- The inkjet ink system of claim 1, wherein the gelling agent is a 18. (Original) hydrophobically modified terpolymer comprising methacrylic acid monomer units, ethyl acrylate monomer units, and a hydrophobically-modified macromer units comprising αmethylstyrene monomer units and a poly(ethylene oxide) group.
- The inkjet ink system of claim 1, wherein the gelling agent has a weight 19. (Original) average molecular weight of between 1,000 and 3,000,000.

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- The An inkjet ink system of claim 19, comprising: a) a liquid 20. (Currently amended) vehicle; b) a colorant; and c) a gelling agent, wherein the colorant is a modified pigment comprising a pigment having attached at least one organic group and the gelling agent is a hydrophobically modified polyelectrolyte having wherein the gelling agent has a weight average molecular weight of between 300,000 and 1,500,000.
- The inkjet ink system of claim 1, wherein the gelling agent is incorporated 21. (Original) into the liquid vehicle to form an inkjet ink composition.
- The inkjet ink system of claim 21, wherein the gelling agent is present in an 22. (Original) amount between 0.1% and 60.0% by weight based on the total weight of the inkjet ink composition.
- The inkjet ink system of claim 22, wherein the gelling agent is present in an 23. (Original) amount between 1.0% and 50.0% by weight based on the total weight of the inkjet ink composition.
- The inkjet ink system of claim 23, wherein the gelling agent is present in an 24. (Original) amount between 5.0% and 40.0% by weight based on the total weight of the inkjet ink composition.
- The An inkjet ink system of claim 1, comprising: a) a liquid 25. (Currently amended) vehicle; b) a colorant; and c) a gelling agent, wherein the colorant is a modified pigment comprising a pigment having attached at least one organic group and the gelling agent is a hydrophobically modified polyelectrolyte, and wherein the gelling agent is incorporated into a second jettable composition.

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- 26. (Original) The inkjet ink system of claim 1, wherein the gelling agent is incorporated onto a substrate.
- 27. (Original) The inkjet ink system of claim 1, wherein the gelling agent is attached to the colorant.
- 28. (Currently amended) A method of generating a printed image comprising the steps of:
 - i) incorporating into a printing apparatus an inkjet ink composition comprising: a) a liquid vehicle, b) a colorant, and c) a gelling agent, wherein the colorant is a modified pigment comprising a pigment having attached at least one organic group and wherein the organic group comprises at least one ionic group, ionizable group, or mixtures thereof, and the gelling agent is a hydrophobically modified polyelectrolyte;
 - ii) jetting the inkjet ink composition; and
 - iii) generating an image onto a substrate, wherein the substrate optionally comprises a gelling agent.
- 29. (Currently amended) The A method of claim 28, of generating a printed image comprising the steps of:
 - i) incorporating into a printing apparatus an inkjet ink composition comprising: a) a liquid vehicle, b) a colorant, and c) a gelling agent, wherein the colorant is a modified pigment comprising a pigment having attached at least one organic group and the gelling agent is a hydrophobically modified polyelectrolyte;
 - ii) jetting the inkjet ink composition; and
 - generating an image onto a substrate, wherein the substrate optionally comprises a gelling agent,

further comprising the step of jetting a gelling composition, wherein the gelling composition has a pH effective to cause the gelling of the image.

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- 30. (Original) The method of claim 29, wherein the step of jetting a gelling composition occurs before step ii).
- 31. (Original) The method of claim 29, wherein the step of jetting a gelling composition occurs after step ii).
- 32. (Original) The method of claim 28, further comprising the step of jetting a gelling composition, wherein the gelling composition comprises a liquid vehicle effective to cause the gelling of the image.
- 33. (Original) The method of claim 32, wherein the step of jetting a gelling composition occurs before step ii).
- 34. (Original) The method of claim 32, wherein the step of jetting a gelling composition occurs after step ii).
- 35. (Original) The method of claim 28, further comprising the step of increasing the temperature to a level effective to cause the gelling of the image.
- 36. (Original) The method of claim 28, further comprising the step of increasing the temperature to a level effective to evaporate a portion of the liquid vehicle to cause the gelling of the image.
- 37. (Original) The method of claim 28, further comprising the step of jetting a gelling agent composition, wherein the gelling agent composition comprises at least one gelling agent.
- 38. (Previously presented) A method of generating a printed image comprising the steps of:

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- i) incorporating into a printing apparatus an inkjet ink composition comprising: a) a liquid vehicle and b) a colorant, wherein the colorant is a modified pigment having attached at least one organic group,
- ii) incorporating into a printing apparatus a gelling agent composition comprising: a) a liquid vehicle and b) a gelling agent, wherein the gelling agent is a hydrophobically modified polyelectrolyte;
- iii) jetting, in any order, the inkjet ink composition and the gelling agent composition, and
- iv) generating an image onto a substrate.
- 39. (Original) The method of claim 38, further comprising the step of jetting a second gelling agent composition comprising: a) a liquid vehicle and b) a gelling agent, wherein the step of jetting a second gelling agent composition occurs before the jetting of the inkjet ink composition.
- 40. (Previously presented) A method of generating a printed image comprising the steps of:
 - i) incorporating into a printing apparatus an inkjet ink composition comprising: a) a liquid vehicle and b) a colorant, wherein the colorant is a modified pigment having attached at least one organic group,
 - ii) jetting the inkjet ink composition, and
 - generating an image onto a substrate, wherein the substrate comprises a gelling agent, wherein the gelling agent is a hydrophobically modified polyelectrolyte;.
- 41. (Original) The method of claim 40, wherein the substrate comprises a coating of the gelling agent.
- 42. (New) An inkjet ink system comprising: a) a liquid vehicle; b) a colorant; and c) a gelling agent, wherein the colorant is a modified pigment comprising a pigment having

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attached at least one organic group and the gelling agent is a hydrophobically modified terpolymer comprising methacrylic acid monomer units, ethyl acrylate monomer units, and a hydrophobically-modified macromer units comprising α -methylstyrene monomer units and a poly(ethylene oxide) group.

An inkjet ink system comprising: a) a liquid vehicle; b) a colorant; and c) a gelling agent, wherein the colorant is a modified pigment comprising a pigment having attached at least one organic group having the formula -X-Sp-[Polymer]R, wherein X, which is directly attached to the pigment, represents an arylene or heteroarylene group or an alkylene group. Sp represents a spacer group, Polymer represents a polymeric group comprising repeating monomer groups, and R represents hydrogen, a bond, a substituted or unsubstituted alkyl group, or a substituted or unsubstituted aryl group, and wherein the gelling agent is a hydrophobically modified polyelectrolyte.

44. (New) A method of generating a printed image comprising the steps of:

- incorporating into a printing apparatus an inkjet ink composition comprising: a) a liquid vehicle, b) a colorant, and c) a gelling agent, wherein the colorant is a modified pigment comprising a pigment having attached at least one organic group having the formula -X-Sp-[Polymer]R, wherein X, which is directly attached to the pigment, represents an arylene or heteroarylene group or an alkylene group, Sp represents a spacer group, Polymer represents a polymeric group comprising repeating monomer groups, and R represents hydrogen, a bond, a substituted or unsubstituted alkyl group, or a substituted or unsubstituted aryl group, and wherein the gelling agent is a hydrophobically modified polyelectrolyte;
- ii) jetting the inkjet ink composition; and
- iii) generating an image onto a substrate, wherein the substrate optionally comprises a gelling agent.